

GENERAL EXCHANGE TARIFF
PSCK No. 3

CINCINNATI BELL TELEPHONE COMPANY

Section 60
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CASH BACK PROGRAM FOR BUSINESS CUSTOMERS

A. Description

The Cash Back Program provides business customers with the opportunity to receive a cash back rebate based on their growth in spending on CBT regulated services. The amount of the rebate is determined by calculating the customer's growth in spending over a 12-month period.

B. Terms and Conditions

To qualify for the program business customers must have at least 12 months billed CBT recurring charges. Customers must also have had at least 50% of their local telephone service with CBT during the previous 12 months.

Included in the calculation of the rebate amount are all recurring charges for regulated, tariffed services.

Excluded from the calculation of the rebate amount are one-time charges, equipment costs, taxes, late fees and mandated charges.

Rebates will be mailed to customers in the 13th month from the date the customer agreed to participate in the program.

The maximum rebate is 10% annually (this requires 50% growth)

The minimum rebate is \$50. No rebate will be paid if the Cash Back rebate calculation produces a dollar figure less than \$50. There are no penalties if a customer does not meet the minimum 10% growth rate.

C. Calculation

A customer's growth in spending is calculated by determining the difference between the revenue billed during the 12-month cash back period and the revenue billed during the twelve months prior to the cash back period (the base). The difference is then divided by the base, which produces the growth percentage. The percentages associated with specific growth percentages (see chart below) are then used to determine the amount of the rebate.

The customer's rebate reflects a percentage of all recurring charges billed during the 12-month cash back period according to the following scale:

If growth percentage is:

< 10%

>= 10% but < 20%

>= 20% but < 30%

>= 30% but < 40%

>= 40% but < 50%

>= 50%

Rebate equals recurring charges billed during
the 12-month cash back period multiplied by:

0%

1%

3%

5%

7%

10%

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